



LODGERS' TAX FUNDING APPLICATION

Received Date: 7/8/2025- via email- TJC

Please check the box for which type of funding you seek.

- ☒ Marketing, and Police/Security, Fire and Sanitation services
☒ Sponsorship

Today's Date: July 8, 2025

Event Name: SLING IT FLING IT 2026 Event Date: 5/22/26-5/24/26

Organization: NOT OF THIS WORLD FLAG FOOTBALL, INC Event Time: 3PM-COMPLETE

Event Address: 1612 W. COLLEGE BLVD City/State/ZIP: ROSWELL, NM 88201

Website: SLINGITFLINGIT.COM Phone: 575-637-4521 Email: INFO@SLINGITFLINGIT.COM

Organizer: BRANDON WILLIAMS Mobile: 575-317-5241

Second Organizer: BRITTANY WILLIAMS Mobile: 575-637-4521

EVENT DETAILS

Estimated # Attending: 10,000+ Anticipated # of hotel rooms booked: 75

Last year's event (if this is not a first-time event, must attach proof)

of Attendees: 7,500-10,000 # of hotel rooms booked: 43

Description of Event Logistics:

Sling it Fling it 2026 will be our 5th year as a local committee running this event. This is a flag football tournament that is held in Roswell, New Mexico. This is a 4 on 4 tournament that has brought in over 100 teams in previous years and is continuing to grow each year. The tournament is held Memorial Day Weekend.

Wednesday, Thursday, Friday- Site Set up- Fields marked, tents set up, banners hung

Friday

8am-2pm: Site set up

3pm-7pm: On Site player registration/ Pizza party



Sponsorship amount requested:

\$15,000



Permit #: _____

LODGERS' TAX FUNDING REQUEST

Any funding from Lodgers' Tax must follow the Lodgers' Tax Policy (PA0002). Please be sure you have read and understand the policy. **You must type out marketing budget plan in the fillable form below or attach as indicated below.** Please feel free to add additional pages, ad samples, artwork, etc. This is what is considered for approval. Any request not listed with this form is not considered for approval. Lodgers' Tax funds must be expended in accordance with the Lodgers' Tax Act for purposes of advertising, publicizing and promoting tourist-related attractions, facilities and events. Lodgers' Tax is funded by overnight stays in Roswell.

☐ Check here for First-time Event

List of eligible expenses for marketing: Newspaper, Magazine, Radio, Television, Google Ads/ Paid Social Media, Digital Billboard, Vinyl Billboard, Posters, Flyers, Postcards, or other paid media.

MARKETING BUDGET PLAN

Eligible Marketing Expenses Please use and attach an additional sheet if more space is needed.

Advertising Type	Placement/Vendor (specific):	Frequency/Run Dates:	Your Eligible Expense
Example: Newspaper	Example: Dallas Morning News	Example: May 1-10, 2x 1/2 pg	Example: \$700
Radio	Majestic Radio, Lubbock, Albuquerque	March 2026- May 2026/ Daily Spots	2,500
Newspaper	Roswell Daily Record	Ads for tournament featured in sports	500
Design Work	Agency 66	Artwork for banners, flyers, posters and +	500
Advertising	Southwest Printers	Banners, flyers, posters	500
Marketing	Social Media Ads	Video Ads, Post Ads	500

Note: All marketing must include "paid in part by City of Roswell Lodgers' Tax" logo and/or text to be eligible.

Other Eligible Expenses	Details (Source of Services / Service Employees Required / # of T-Shirts)	Your Eligible Expense
Police/Security	SCP/ ROSWELL POLICE DEPARTMENT	4,000
Fire		
Clean-up/Sanitation	CITY OF ROSWELL/ JANITORIAL/ PORTA POTS	2,000
T-Shirts (registered participant)	PLAYER SHIRTS ONLY	8,000

TOTAL eligible expenses:	\$18,500
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EVENT DETAILS/SCORING

The definition of a Tourist means a person who travels for the purpose of business, pleasure or culture to a municipality or county imposing an occupancy tax. Tourist-related events mean events that are planned for, promoted to and attended by tourists. *Lodgers' Tax Act Definitions {3-38-13 NMSA 1978}*

Please provide details of your event, along with any attachments that may help answer the specific questions below. The Occupancy Tax Board will score the event on a 100-point scale based on return on investment, historical performance, other economic impact, general attendance and event uniqueness.

Return on Investment (25 points): Detail the return on investment to the community based on tourism. Consider any additional Lodgers' Tax generated as a direct result of your organization or event, along with any estimated attendance from out-of-town visitors and estimated room nights in local lodging facilities.

2025 we had a total of 90 teams and we had a much larger out of town attendance. Teams came from Snyder Texas, Amarillo Texas, Plainview Texas, Dallas Texas, Denver Colorado, Las Cruces, Albuquerque, Carlsbad, Lovington.

Based on our survey, we had 43 hotel rooms booked and 12 Airbnb's were booked for the weekend

73% of the out of town attendance ate at local restaurants, 69% used local gas stations, and 67% planned on shopping locally.

Source for detail provided: Event Survey

Historical Performance (10 points): Include award dollars used, prior attendance and room nights.

Over the last 4 years, our attendance count has grown from 77 teams to around 100 teams each year. With this event being our 5th year, we are looking to branch out more with our advertising and also creating incentives for the youth to come out and play from out of town.

Per team count as well as feedback from the local police department, our estimated attendance was between 7500 and 10,000 people.

Based on the survey conducted at the event in 2025, 43 hotels were booked and 12 Airbnb's were booked.

Award dollars previously used: 10,165.98 out of \$19,000 awarded

Prior year attendance: 7,500-10,000

of overnight room nights booked: 43 rooms & 12 Airbnb's

Estimated cost of service request from City Departments (not scored):

City of Roswell Facility Rental: Cielo Grande Recreational Center- \$3,500
City of Roswell Solid Waste: \$1,000

Other Economic Impact (25 points): Additional Gross Receipts Tax generated as a direct result of your organization or event (restaurants, purchases in local stores).

Our committee meets several times throughout the year at local restaurants and businesses.

Food: \$1,000

Local Store/ business: \$10,000

Rental Fees: \$8,600

Attendance typee & transportation to Roswell: All of our organization is local

Average daily spending on food/beverage: ~\$55 per person/ player/ spectator per day

Source for data provide listed above: Avg cost to do daily business for lunch and dinner

General Attendance of Event (10 points): Please consider both local and out-of-town attendees.

SI FI (Sling It Fling It) is what we consider a family reunion for players and attendees. Some players wait all year to see old friends from previous years. Our out of town attendees grew from past years

6500 Local

3500 Outside

35% % of attendance from outside of Roswell

Source for data provided: Registration/ Event Survey

Uniqueness of Event (30 points): What makes this event different from others?

Being in this community and seeing that it thrives off of flag football, whether as an adult or as a child. This is something that not only our local community looks forward to but we were told numerous times this past event that this is one of the best tournaments each year. That Roswell is the place to have bragging rights in the Flag Football community. From the organization of the event and to the friendly committee we have in place. Over the last 25+ years, the City of Roswell has widely been impacted by this event and one like it in the past years. We are the largest flag football tournament held in the great State of New Mexico, and we are the only flag football tournament within 400 miles of Roswell, New Mexico over the Memorial Weekend.

Occupancy Tax Board Use Only

Return on Investment (25 points): _____

Historical Performance (10 points): _____

Other Economic Impact (25 points): _____

General Attendance (10 points): _____

Uniqueness of Event (30 points): _____

Total (100 points): _____

OFFICIAL USE ONLY

OTB Date: 7/22/2025 Finance Committee Date: 8/7/2025 Council Date: 8/14/2025

Last Day of Event: 5/24/2026 Reimbursement Request Due Date (90 days from last day of event): 6/19/2026